IN THE CLAIMS:

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- (Original) A display apparatus for displaying an image on a display device which
 includes rows of pixels, each pixel composed of three sub-pixels that align in a lengthwise
 direction of the pixel rows and emit light of three primary colors respectively, the display
 apparatus comprising:
- a front image storage unit operable to store color values of sub-pixels that constitute a front image to be displayed on the display device;
- a calculation unit operable to calculate a dissimilarity level of a target sub-pixel to one or more sub-pixels that are adjacent to the target sub-pixel in the lengthwise direction of the pixel rows, from color values of first-target-range sub-pixels composed of the target sub-pixel and the one or more adjacent sub-pixels stored in the front image storage unit;
- a superimposing unit operable to generate, from color values of the front image stored in the front image storage unit and color values of an image currently displayed on the display device, color values of sub-pixels constituting a composite image of the front image and the currently displayed image;
- a filtering unit operable to smooth out color values of second-target-range subpixels of the composite image that correspond to the first-target-range sub-pixels, by assigning weights, which are determined in accordance with the dissimilarity level, to the second-targetrange sub-pixels; and
- a displaying unit operable to display the composite image based on the color values thereof after the smoothing out.

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2. (Currently Amended) The display apparatus of Claim 1, wherein

the calculation unit calculates a temporary dissimilarity level f-or for each combination of the first-target-range sub-pixels, from color values of the first-target-range sub-pixels, and regards a largest temporary dissimilarity level among results of the calculation to be the dissimilarity level.

3. (Original) The display apparatus of Claim 2, wherein

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the first-target-range sub-pixels and the second-target-range sub-pixels are identical with each other in number and positions in the display device.

4. (Original) The display apparatus of Claim 1, wherein

the filtering unit performs the smoothing out of the second-target-range sub-pixels if the dissimilarity level calculated by the calculation unit is greater than a predetermined threshold value, and does not perform the smoothing out if the calculated dissimilarity level is no greater than the predetermined threshold value.

- 5. (Currently Amended) A display apparatus for displaying an image on a display device which includes rows of pixels, each pixel composed of three sub-pixels that align in a lengthwise direction of the pixel rows and emit light of three primary colors respectively, the display apparatus comprising:
- a front image storage unit operable to store color values and transparency values of sub-pixels that constitute a front image to be displayed on the display device, where the transparency values indicate degrees of transparency of sub-pixels of the front image when the front image is superimposed on an image currently displayed on the display device;

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a calculation unit operable to calculate a dissimilarity level of a target sub-pixel to one or more sub-pixels that are adjacent to the target sub-pixel in the lengthwise direction of the pixel rows, from at-least-one-of (i) color values and (ii) transparency values of first-target-range sub-pixels composed of the target sub-pixel and the one or more adjacent sub-pixels stored in the front image storage unit;

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a superimposing unit operable to generate, from color values of the front image stored in the front image storage unit and color values of the image currently displayed on the display device, color values of sub-pixels constituting a composite image of the front image and the currently displayed image;

a filtering unit operable to smooth out color values of second-target-range subpixels of the composite image that correspond to the first-target-range sub-pixels, by assigning weights, which are determined in accordance with the dissimilarity level, to the second-targetrange sub-pixels; and

a displaying unit operable to display the composite image based on the color values thereof after the smoothing out.

(Original) The display apparatus of Claim 5, wherein

the calculation unit calculates a temporary dissimilarity level for each combination of the first-target-range sub-pixels, from at least one of (i) color values and (ii) transparency values of the first-target-range sub-pixels, and regards a largest temporary dissimilarity level among results of the calculation to be the dissimilarity level.

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(Original) The display apparatus of Claim 6, wherein

the first-target-range sub-pixels and the second-target-range sub-pixels are identical with each other in number and positions in the display device.

8. (Original) The display apparatus of Claim 5, wherein

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the filtering unit performs the smoothing out of the second-target-range sub-pixels if the dissimilarity level calculated by the calculation unit is greater than a predetermined threshold value, and does not perform the smoothing out if the calculated dissimilarity level is no greater than the predetermined threshold value.

- 9. (Original) A display method for displaying an image on a display device which includes rows of pixels, each pixel composed of three sub-pixels that align in a lengthwise direction of the pixel rows and emit light of three primary colors respectively, the display method comprising:
- a front image acquiring step for acquiring color values of first-target-range subpixels composed of a target sub-pixel and one or more sub-pixels that are adjacent to the target sub-pixel in the lengthwise direction of the pixel rows, the first-target-range sub-pixels are included in sub-pixels that constitute a front image to be displayed on the display device;
- a calculation step for calculating a dissimilarity level of the target sub-pixel to the

 one or more sub-pixels, from the color values of the first-target-range sub-pixels acquired in the
 front image acquiring step;
 - a superimposing step for generating, from the color values of the front image acquired in the front image acquiring step and color values of an image currently displayed on the display device, color values of sub-pixels constituting a composite image of the front image and the currently displayed image;

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a filtering step for smoothing out color values of second-target-range sub-pixels of the composite image that correspond to the first-target-range sub-pixels, by assigning weights, which are determined in accordance with the dissimilarity level, to the second-target-range sub-pixels; and

a displaying step for displaying the composite image based on the color values thereof after the smoothing out.

10. (Currently Amended) A display method for displaying an image on a display device which includes rows of pixels, each pixel composed of three sub-pixels that align in a lengthwise direction of the pixel rows and emit light of three primary colors respectively, the display method comprising:

a front image acquiring step for acquiring color values and transparency values of first-target-range sub-pixels composed of a target sub-pixel and one or more sub-pixels that are adjacent to the target sub-pixel in the lengthwise direction of the pixel rows, the first-target-range sub-pixels are included in sub-pixels that constitute a front image to be displayed on the display device, where the transparency values indicate degrees of transparency of sub-pixels of the front image when the front image is superimposed on an image currently displayed on the display device;

a calculation step for calculating a dissimilarity level of the target sub-pixel to the one or more sub-pixels, from at least one of the (i) color values and (ii) transparency values of the first-target-range sub-pixels acquired in the front image acquiring step;

a superimposing step for generating, from the color values of the front image acquired in the front image acquiring step and color values of the currently displayed image,

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color values of sub-pixels constituting a composite image of the front image and the currently displayed image;

a filtering step for smoothing out color values of second-target-range sub-pixels of the composite image that correspond to the first-target-range sub-pixels, by assigning weights, which are determined in accordance with the dissimilarity level, to the second-target- range sub-pixels; and a displaying step for displaying the composite image based on the color values thereof after the smoothing out.

11. (Previously Presented) A computer-readable recording medium storing a display program for displaying an image on a display device which includes rows of pixels, each pixel composed of three sub-pixels that align in a lengthwise direction of the pixel rows and emit light of three primary colors respectively, the display program causing a computer to execute:

a front image acquiring step for acquiring color values of first-target- range subpixels composed of a target sub-pixel and one or more sub-pixels that are adjacent to the target sub-pixel in the lengthwise direction of the pixel rows, the first-target-range sub-pixels are included in sub-pixels that constitute a front image to be displayed on the display device;

a calculation step for calculating a dissimilarity level of the target sub-pixel to the one or more sub-pixels, from the color values of the first-target-range sub-pixels acquired in the front image acquiring step;

a superimposing step for generating, from the color values of the front image acquired in the front image acquiring step and color values of an image currently displayed on the display device, color values of sub-pixels constituting a composite image of the front image and the currently displayed image;

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a filtering step for smoothing out color values of second-target-range sub-pixels of the composite image that correspond to the first-target-range sub-pixels, by assigning weights, which are determined in accordance with the dissimilarity level, to the second-target-range sub-pixels; and

a displaying step for displaying the composite image based on the color values thereof after the smoothing out.

12. (Currently Amended) A computer-readable recording medium storing a display program for displaying an image on a display device which includes rows of pixels, each pixel composed of three sub-pixels that align in a lengthwise direction of the pixel rows and emit light of three primary colors respectively, the display program causing a computer to execute:

a front image acquiring step for acquiring color values and transparency values of first-target-range sub-pixels composed of a target sub-pixel and one or more sub-pixels that are adjacent to the target sub-pixel in the lengthwise direction of the pixel rows, the first-target-range sub-pixels are included in sub-pixels that constitute a front image to be displayed on the display device, where the transparency values indicate degrees of transparency of sub-pixels of the front image when the front image is superimposed on an image currently displayed on the display device:

a calculation step for calculating a dissimilarity level of the target sub-pixel to the one or more sub-pixels, from at least one of the (i) color values and (ii) transparency values of the first-target-range sub-pixels acquired in the front image acquiring step;

a superimposing step for generating, from the color values of the front image acquired in the front image acquiring step and color values of the currently displayed image,

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color values of sub-pixels constituting a composite image of the front image and the currently displayed image;

a filtering step for smoothing out color values of second-target-range sub-pixels of the composite image that correspond to the first-target-range sub-pixels, by assigning weights, which are determined in accordance with the dissimilarity level, to the second-target-range sub-pixels; and

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- a displaying step for displaying the composite image based on the color values thereof after the smoothing out.
- 13. (Previously Presented) A display apparatus for displaying an image on a display device which includes rows of pixels, each pixel composed of three sub-pixels, that align in a lengthwise direction of the pixel rows and emit light of three primary colors respectively, the display apparatus comprising:
- a front image storage unit operable to store color values of sub-pixels that constitute a front image to be displayed on the display device;
- a target sub-pixel emitting a primary color in the front image with a first color value associated with it;
- a second sub-pixel emitting the same primary color as the target sub-pixel with a second color value associated with it, wherein the second sub-pixel is adjacent to the target sub-pixel in the lengthwise direction of the pixel rows in the front image;
 - a calculation unit operable to calculate a dissimilarity level of the target sub-pixel and at least one second sub-pixel using the first color value and the second color value;

a superimposing unit operable to generate, from color values of the front image stored in the front image storage unit and color values of an image currently displayed on the display device, color values of sub-pixels constituting a composite image of the front image and the image currently displayed;

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a third sub-pixel emitting the same primary color as the target sub-pixel with a third color value associated with it, wherein the third sub-pixel is located in the composite image and the third sub-pixel corresponds in location with the target sub-pixel;

a filtering unit operable to smooth out the color value of the third sub-pixel, by assigning a weight to the color value of the third sub-pixel, wherein the weight is determined in accordance with the dissimilarity level; and

a displaying unit operable to display the composite image based on the color value of the sub-pixels within the composite image after the color values of the sub-pixels within the composite image have been smoothed out by the filtering unit.

14. (Currently Amended) A display apparatus for displaying an image on a display device which includes rows of pixels, each pixel composed of three sub-pixels, that align in a lengthwise direction of the pixel rows and emit light of three primary colors respectively, the display apparatus comprising:

a front image storage unit operable to store color values and transparency values of sub-pixels that constitute a front image to be displayed on the display device, wherein the transparency values indicate degrees of transparency of sub-pixels of the front image when the front image is superimposed on an image currently displayed on the display device;

a target sub-pixel emitting a primary color in the front image with a first color value and a first transparency value associated with it;

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a second sub-pixel emitting the same primary color as the target sub-pixel with a second color value and a second transparency value associated with it, wherein the second subpixel is adjacent to the target sub-pixel in the lengthwise direction of the pixel rows in the front image;

a calculation unit operable to calculate a dissimilarity level of the target sub-pixel and at least one second sub-pixel using at-least-one of (i) the first color value and the second color value or (ii) the first transparency value and the second transparency value;

a superimposing unit operable to generate, from color values of the front image stored in the front image storage unit and color values of the image currently displayed on the display device, color values of sub-pixels constituting a composite image of the front image and the image currently displayed;

a third sub-pixel emitting the same primary color as the target sub-pixel with a third color value associated with it, wherein the third sub-pixel is located in the composite image and the third sub-pixel corresponds in location with the target sub-pixel;

a filtering unit operable to smooth out the color value of the third sub-pixel, by assigning a weight to the color value of the third sub-pixel, wherein the weight is determined in accordance with the dissimilarity level; and

a displaying unit operable to display the composite image based on the color value of the sub-pixels within the composite image after the color values of the sub-pixels within the composite image have been smoothed out by the filtering unit.

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